

<b>Bay Access Sailing Programs</b>	
Bay Access is an educational charity promoting youth and amateur sailing in the Clear Lake and Galveston Bay area. Our charter allows, and the volunteers desire, to further develop, involvement with preservation of the water environs we sail in.	
<b>Amount Requested</b>	<b>\$25,000 (Q16)</b>
<b>Recommended Amount</b>	
Recommended Reduction Explanation	
Amount Received FY 2019/20	\$25,000
Amount Received FY 2018/19	\$25,000
Amount Received FY 2017/18	\$25,000
Amount Received FY 2016/17	\$25,000
Event Location	Lakewood Yacht Club (Q10)
Event Attendance/Participation	4,000 (Q12)
Utilization of Funds	<p>Transportation and accommodations for visiting race officers, registration of sailors. (Q17)</p> <p>\$15,000 secures the Hometown Sponsorship level for race series including hosting national championships. The additional \$10,000 requested is to defray expense of hosting opti national team trials. Funds will be used for 1) advertising, web presence development, promotional materials, trophies &amp; awards, entertainment, and event upgrades to attract out-of-town participants; 2) race committee support and training required to attract national &amp; regional events; 3) travel and hotel expenses for out-of-town umpires and judges; and 4) crane and tent rental for national level events. (Q18).</p>
Impact on Seabrook Tourism	Moderate to High
Event Program Website(s)	<a href="http://Harvestmoonregatta.com">Harvestmoonregatta.com</a> ; <a href="http://lakewoodyachtclub.com">lakewoodyachtclub.com</a> ; <a href="http://bay-access.org">bay-access.org</a>
2020/21 Event Date(s)	Main event to be held October 27, 2020 (Q11 on application)
Funding received from other municipalities (FY 2019/20)	Program does not receive funding from other municipalities in the area. Approximately \$18,000 from private sponsors is secured in addition to in-kind sponsorships (\$3,000 each from six organizations listed in Q22).
Budget documents and supplemental support are attached as submitted by applicants. <i>If these documents are not included they were not submitted.</i>	

**Bay Access Sailing Programs**

#6

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Monday, June 01, 2020 10:07:49 AM  
**Last Modified:** Monday, June 01, 2020 10:47:26 AM  
**Time Spent:** 00:39:37  
**IP Address:** 172.15.229.192

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## Page 1: COVID-19 PANDEMIC DISCLAIMER

**Q1** Yes

Have you read and understand the COVID-19 Pandemic Disclaimer?

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**Q2** Yes

Do you wish to continue?

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## Page 2: State of Texas Requirements for Hotel Occupancy Tax

**Q3** Yes, my event/program meets at least one of the criteria listed above.

Does your event/program qualify for funding?

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## Page 3: Organization/Group Information

**Q4**

## Organization/Group Contact Information

Primary Contact Name	Andrea Todaro
Organization/Group Name	Bay Access _LYC Race series
Address	2322 Lakewood Yacht Club Drive
City/Town	Seabrook
State/Province	TX
ZIP/Postal Code	77586
Email	atodaro@sbcglobal.net
Phone Number	281-658-3610

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**Q5**

Website Address for Event/Program

bay-access.org, lakewoodyachtclub.com, harvestmoonregatta.com

**Q6****Yes**

Does your organization/group operate as a non-profit?

**Q7**

Organization's Incorporation/Creation Date

12/29/1999

**Q8**

Purpose or Mission of Organization/Group

Bay Access is an educational charity promoting youth and amateur sailing in the Clear Lake and Galveston Bay area. Our charter allows, and the volunteers desire, to further develop, involvement with preservation of the water environs we sail in

## Page 4: Event/Program Information

**Q9**

Name of event/program

Bay Access LYC Race Series

**Q10**

Event Locations (select all that apply)

**Within Seabrook City Limits,**

Other (please specify):

Galveston Bay, Gulf of Mexico

**Q11**

Date

**10/27/2020**

Event/Program Date (date must fall between October 1, 2020 to September 30, 2021)

**Q12**

Expected Total Attendance

4000

**Q13****More than 20 years**

How many times has this event/program been held?

**Q14**

Please complete the following regarding previous events/programs. (Dates fall between October 1 to September 30 - if new event/program type n/a)

2018/19 Event/Program Attendance **3200+**2017/16 Event/Program Attendance **2800+**2016/17 Event/Program Attendance **2300+****Q15**

Which HOT funding category does this event/program fall? (select all the apply)

**Registration of Convention Delegates: the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.**

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**Advertising, Solicitation, and Promotions: advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.**

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**Transportation of Tourists: funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: a. the commercial center of the city b. a convention center in the city c. other hotels in or near the city d. tourist attractions in or near the city**

Page 5: Funding Information

**Q16**

Funds Requested for 2020/2021 Event

25,000

**Q17**

How will the funds be used?

Transportation and accommodations for visiting race officers, registration of sailors,

**Q18**

**Total Event/Program Budget** This number represents your event/program's entire budget including but not limited to advertising, promotional products, rentals, supplies, personnel, overhead, etc.

\$15,000 for a Hometown sponsorship for race series including hosting national championships and 10,000 to defray expense of hosting opti national team trials. Funds will be used for 1) advertising, web presence development, promotional materials, trophies & awards, entertainment, and event upgrades to attract out-of-town participants; 2) race committee support and training required to attract national & regional events; 3) travel and hotel expenses for out-of-town umpires and judges; and 4) crane and tent rental for national level events.

**Q19**

Respondent skipped this question

Event/Program Budget

**Q20**

**Previous Funds Received** If this is a new event/program or if you have not received funding in the past please type n/a.

2019/20 HOT Funds Received/Approved	\$25,000 of \$40,000 requested
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2018/17 HOT Funds Received	\$25,000
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2017/16 HOT Funds Received	\$25,000
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**Q21**

No

Do you receive funding from other municipalities?

**Q22**

How much funding do you receive from the organizations listed below? (Type n/a if you do not receive funding from these municipalities):

City of Kemah	N/A
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City of Nassau Bay	N/A
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City of League City	N/A
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City of La Porte	N/A
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City of Houston	N/A
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Other (specify organization(s) and amount funded from other sponsors)	\$3000 each from Kevin Severance Insurance, Blackburn Marine, Pelican Insurance, Little Yacht Sales, SeaLake Yacht Sales, Texas Coast Yachts, In kind sponsorships from Hayes Rigging, Bacardi, Bay Media Group, Texas Distilleries, KO Sailing, Faron Daigle Realtor, \$500 each from various local businesses
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**Q23****Yes**

Do you have a Marketing/Advertising Plan?

**Q24****Respondent skipped this question**

Please upload your Marketing/Advertising Plan. You may also email it to lpetersen@seabrooktx.gov.

**Q25**Where do you advertise and/or promote your event?  
(check all that apply)**Facebook,****Twitter,****Instagram,****YouTube,****Email Distribution Lists,****Internet Calendars,**

Other (please specify):

Magazine advertisements in Bay Area Houston, Gulf Coast Mariner etc.

**Q26****Yes**

Do you submit press releases to local/regional media?

**Q27****Respondent skipped this question**

Please upload a current or previous press release about your event. You may also email the press release to lpetersen@seabrooktx.gov.

**Q28**

Please identify where you advertise. (select all that apply)

**Locally (Bay Area Houston),****Greater Houston Region,****Austin Market,****Dallas/Fort Worth Market,****Nationally****Q29****Respondent skipped this question**

Please upload any examples of advertisements, press releases, promotions, signage, and any other materials. You may also email examples to lpetersen@seabrooktx.gov.

**Q30**

How many people attending this event are expected to stay in a hotel?

300 for team trials, 50 for RS21 National championship, other races vary

**Q31**

How many nights are they expected to stay?

5 for team trials, 2-3 for RS21 National Championship

**Q32**

**Yes**

Do you reserve a room block at Seabrook hotel for your event/program?

**Q33**

Where do you block rooms and how many rooms do you block? (type n/a if not applicable)

Best Western Plus	n/a
Captain Inn & Suites	n/a
Hampton Inn	40
Kemah Edge Water Inn (Formerly La Quinta)	n/a
Quality Inn	n/a
SpringHill Suites	40
Holiday Inn Express	n/a
Seaside RV Resort	n/a

**Q34**

How many rooms were occupied as a direct result of your 2018/19 event/program? (type n/a if this is a new event/program) We are not referring to the percent of rooms occupied at the hotel, but rather rooms that were occupied as a direct result of your event/program.

Best Western Plus	unknown-Team trials and RS 21 National championships are new events in 2020
Captain Inn & Suites	unknown
Hampton Inn	unknown
Kemah Edge Water Inn (Formerly La Quinta)	unknown
Quality Inn	unknown
SpringHill Suites	unknown
Holiday Inn Express	unknown
Sea Side RV Resort	unknown

**Q35**

How many rooms were occupied as a direct result of your 2017/18 event/program? (type n/a if this is a new event/program) We are not referring to the percent of rooms occupied at the hotel, but rather rooms that were occupied as a direct result of your event/program.

Best Western Plus	unknown-Team trials and RS 21 National championships are new events in 2020
Captain Inn & Suites	unknown
Hampton Inn	unknown
Kemah Edge Water Inn (Formerly La Quinta)	unknown
Quality Inn	unknown
SpringHill Suites	unknown
Holiday Inn Express	unknown
Seaside RV Resort	unknown

**Q36**

How do you measure the impact your event/program has on Seabrook hotels? (select all that apply)

Hotelier Survey/Email/Phone Calls,  
Room Blocks,  
I do not gather this information

## Page 8: Acknowledgement

**Q37**

Yes

Is the information provided in this application is true and correct?

**Q38**

Yes

Do you understand that funds received from the City of Seabrook's Hotel Occupancy Tax Fund must be used in compliance with Texas State Law as outlined on Page 2 of this application and also made available online at [www.seabrooktx.gov](http://www.seabrooktx.gov)?



**From:** ANDREA TODARO <[andreatodaro@att.net](mailto:andreatodaro@att.net)>  
**To:** [LPetersen@seabrooktx.gov](mailto:LPetersen@seabrooktx.gov) <[lpetersen@seabrooktx.gov](mailto:lpetersen@seabrooktx.gov)>  
**Sent:** Thursday, June 4, 2020, 03:11:49 PM CDT  
**Subject:** HOT funds-Bay Access

Due to Covid-19 constraints on staff and volunteers, the marketing plan and budget have not been updated for the coming year. I am sorry, I had expected to have them by now.

In addition to the normal events we have held regularly, we have added a fleet of 12 RS-21 keel boats. We will be hosting a national championship in June of 2020 and expect to host one again in 2021. So far we have 16 teams signed up, from all over. In addition, we expect the Opti team trials will be rescheduled for next spring.

Our new fleet of keel boats is being advertised and promoted nation wide and we expect that we will host up to six multi day events involving predominantly out of town guests who will race using the new fleet.

Bay Access is hoping to purchase full page national magazine advertising to promote the new fleet. Not sure the \$7000 for that is going to be attainable in the current sponsorship environment but we can hope.

[The Lakewood Yacht Club RS21 Fleet – Book your RS21 Online here! – Lakewood Yacht Club is a yacht club located in Seabrook, Texas and is a member of the Gulf Yachting Association.](#)





## Fleet of Dreams

Texas' Lakewood Yacht Club was facing the same dilemma as clubs across America: how to get younger members on the roster with reason to belong

■ Successive hurricanes and floods pummeled coastal Texas in the early 2000s, dealing a crippling blow to the many one-design fleets long rooted in the region. Recovery was slow, and while it took the better part of two decades for dinghy and keelboat fleets to flourish once again, youth sailing, particularly at Lakewood, needed more young sailors among its ranks.

Ten years of building a strong youth program led them to ask the very same question posed in yacht clubs across the nation: How do they get those same young sailors back and active? "From a membership perspective, the level of growth wasn't where we wanted it to be," says Lakewood's past commodore Ash Walker.

Younger members, who are building careers and families, want team and match racing as well as social activity, Walker says, but they don't want—or can't afford—to own and campaign private boats. It was time for the club to step up and smash those the barriers, which began with an exhaustive three-year evaluation process and led to 12 new RS21 keelboats, commissioned at the club in late February.

The process provides a road map for other clubs with the initiative and wherewithal to do the same: They first reached out to progressive peers around the country to determine what type of programming was working best. Then came the boat: J/22s were attractive, Walker says, because it was the dominant fleet in the area already, but trying to find a dozen of them was problematic. "We wanted boats to be virtually identical for the racing we wanted to do," Walker says. "We then talked about the J/70, and looked at it pretty hard, but cost and boat draft was a factor there. They looked at Sonars, but again, sourcing a matched set was a concern. Then came the arrival of the RS21, from English builder RS Sailing. As a sporty new and unproven design, Walker and his committee, which included local RS dealer and club member Mark McNamara, owner of KO Sailing, found that the 21-footer was an even tougher sell to those with the purse strings.

Cost was a big concern, but the club had recently sold real estate it owned, an off-site facility with declining use by the club membership. "We had the good fortune to sell that property and reinvest for the good of the club," Walker says. They also partnered with a local foundation, Bay Access, which "gave us some flexibility and an additional source of capital to help offset the costs."

"I've been keen on the RS21 from the beginning," McNamara says. "I think through their boats. Early on, I tied in the factory







with the club's decision-makers to ensure it was a partnership, that RS understands our goals." As fleet manager, McNamara's KO Sailing now oversees the concierge service. "The goal is to remove every barrier to get members out on the boats, and then back on land and straight into the club bar or restaurant," he says.

Walker, McNamara and a small Texan entourage chartered an RS21 for one regatta in 2019 ("We had a great time," they say, with a chuckle, when pressed on their results) and confirmed that it "hit all the buttons," Walker says. "It's a new, good-looking boat, and can be used for adult learn-to-sail classes, twilight club racing, as well as youth and match racing. It's very versatile and very stable. Being able to sail in both Clear Lake and Galveston Bay 12 months out of the year, we're happy with the choice. Costwise it's a great fit."

Plus, the members are now jazzed with the sight of a dozen of them, now sitting in lifts, adorned with colorful decals and bow numbers.

When the first container arrived at Lakewood's facilities on Clear Lake, a handful of members rolled up their sleeves to help assemble—screwing on cleats, stepping rigs and slotting keels. "You can only imagine what it takes to organize a fleet like this, and the headaches we ran into were very, very small," McNamara says, lauding RS for its help—including one of the company's

principles flying in from England to help assemble the boats.

"Looking back, it was important to have a lot of communication with the members, to sell them on the idea that this is the future," Walker says. "Selling them on the idea of buying 12 sailboats was a challenge, but when we showed that it would bring in new members, they jumped on the wagon."

When the board approved the plan, and the funding in late 2019, membership jumped immediately—"double digits," Walker says. "Including younger family members and a couple of well-known sailors who sold their J/22s."

To facilitate management of the fleet and member usage, Lakewood also retained KO Sailing, which built an online reservation system. Every member who wants to charter is vetted, and those in need of remedial skills go to a coaching session with the club's waterfront director, Terry Flynn. A custom microsite for Lakewood allows them to register for weeknight local races and day sails. "People show up, and the boat is on the dock ready to go," McNamara says. "It's a very simple process."

Where there was once not a single club-owned fleet on Galveston Bay, Lakewood's lead might quickly change that, says Walker, who hopes other nearby clubs follow suit because, as everyone knows, Texans only go big. ■

Lakewood YC (Texas) is banking on its new fleet of RS21s to attract new and young members keen on team and match racing. Mark McNamara, Terry Flynn, Jay Vige, Ash Walker and Jon Partridge, of RS Sailing, assemble for the fleet assembly in February.

PHOTOS: LAKEWOOD YC

